

## JOINT MEETING OF THE NORTH CENTRAL ITBEC BOARD AND THE NORTH CENTRAL ITBEC TOURISM ADVISORY COMMITTEE

May 25, 2023

Shawano County Courthouse  
Shawano, Wisconsin

### MINUTES

**CALL TO ORDER:** Vice Chair Phil Idsvoog called the meeting to order at 10:00 a.m.

#### ROLL CALL:

**North Central ITBEC Board: PRESENT:** Terry Poltrock, Langlade County; Stephanie Holman, Oconto County; Chris Schultz, Oneida County; Arlyn Tober, Shawano County; Lance Pliml, Wood County; William Chaney, Forest County; Keri Beck, Langlade County Economic Development; Bill Korrer, Oneida County; Phil Idsvoog, Portage County; Jim Przybylski, Shawano County; and Brad Hamilton, Wood County. **EXCUSED:** Fran Modschiedler, Florence County; Cindy Gretzinger, Forest County; Don Friske, Lincoln County; Glen Broderick, Marinette County; Al Haga, Portage County; Jennifer Short, Marinette County Tourism; and Samantha Boucher, Oconto County Tourism.

**Tourism Advisory Committee: PRESENT:** William Chaney, Forest County; Keri Beck, Langlade County Economic Development; Sherry Hulett, Tomahawk Regional Chamber; Stephanie Holman, Oconto County; Phil Idsvoog, Portage County; Arlyn Tober, Shawano County; Jim Przybylski, Shawano County; and Chris Shafer, Forest County. **EXCUSED:** Chad Hedmark, Florence County; Jason Neuens, Florence County; Mike Miller, Forest County; Clyde Nelson, Merrill Area Chamber; Jennifer Short, Marinette County Tourism; Autumn Rockhill, Marinette County Tourism; Samantha Boucher, Oconto County Tourism; Chris Schultz, Oneida County; Collette Sorgel, Oneida County, and Sara Brish, Stevens Point Area CVB.

**OTHERS PRESENT:** Renee Krueger, Lincoln County; Michelle Eron, Shawano County Tourism; Jeff Anderson, Travel Wisconsin; and Jim Rosenberg, Wisconsin Economic Development Corporation.

**WCA STAFF:** Sarah Diedrick-Kasdorf.

**APPROVAL OF MINUTES:** Motion by Hamilton, second by Chaney, to approve the minutes of the March 23, 2023 meeting. Motion carried.

### **ELECTION OF OFFICERS:**

Chair: Vice Chair Idsvoog opened the floor to nominations for chair of the North Central ITBEC board. Phil Idsvoog was nominated. Motion by Korrer, second by Pliml, to close nominations and cast a unanimous ballot for Phil Idsvoog. Motion carried.

Vice Chair: Chair Idsvoog opened the floor to nominations for vice chair of the North Central ITBEC board. Lance Pliml was nominated. Motion by Chaney, second by Hamilton, to close nominations and cast a unanimous ballot for Lance Pliml. Motion carried.

Secretary: Chair Idsvoog opened the floor to nominations for secretary of the North Central ITBEC board. William Chaney was nominated. Motion by Hamilton, second by Korrer, to close nominations and cast a unanimous ballot for William Chaney. Motion carried.

### **NORTH CENTRAL ITBEC FINANCES:**

Financial Report: Sarah Diedrick-Kasdorf reviewed the written financial report distributed to board and committee members. As of 4/22/23 total revenues were \$13,035.72; expenses paid in 2023 were \$5,691.04; the account balance was \$44,767.28; and total unallocated revenue is \$30,807.32.

2023 Budget Review: Sarah Diedrick-Kasdorf reviewed the 2023 budget with members. There is the potential for underspending in the budget as adopted in January. The deadline was missed for the Travel Wisconsin Fall Traveler but there may be an opportunity to participate in the Winter Traveler.

**NORTH CENTRAL ITBEC PROJECT UPDATES:** The FAM Tour with travel writer David Hammond is scheduled for June 21 – June 24, 2023 in Oneida and Lincoln counties. A contract with Lightburn was recently entered into to make the update to Google Analytics 4.

### **CONSIDERATION OF WEBSITE ENHANCEMENTS AND CONTINUED PPC**

**PROPOSAL:** Sarah Diedrick-Kasdorf reviewed with committee members the January 2023 proposal from Lightburn to enhance the website, as well as provide services to increase traffic to the website. In January the board adopted, as part of its budget, part one of the proposal to implement Google Analytics 4. Part 2 of the proposal discusses content development – add content related to skiing and snowshoeing, fishing, and hiking trails, as well as make modifications to website text to enhance the success of paid search campaigns. Part 3 of the proposal relates to paid search campaigns. The proposal is for a 90-day paid search campaign focused on promoting seasonal activities and sports. Part 4 of the campaign includes continued

search engine optimization enhancements. Discussion ensued with regard to the benefits of an enhanced website, as well as efforts needed to drive more traffic to the website. Motion by Korrer, second by Hamilton, to allocate \$12,000 in unallocated revenue to the promotions budget to implement the Content Development, Paid Search Campaigns, and Continued Search Engine Optimization Enhancement sections of the Lightburn proposal dated January 2023. Motion carried.

**DEVELOPMENT OF NORTH CENTRAL ITBEC POWERPOINT PRESENTATION:**

Based on discussion at the previous meeting, Sarah Diedrick-Kasdorf shared a rough outline with regard to the development of a PowerPoint presentation explaining what ITBEC is and the benefits of tourism promotion to the member counties. Discussion occurred on items to add to the presentation, including the benefits of a regional approach. An updated version will be shared at the next meeting.

**STATE DEPARTMENT UPDATES:**

Tourism/Travel Wisconsin: Jeff Anderson reported on the following topics: launch of the summer campaign in April, National Travel and Tourism Week, Governor's visit to Forest County – thanked Chris Schultz, tourism economic data to be released June 6. Lincoln-Oneida Fam Tour.

Wisconsin Economic Development Corporation: Jim Rosenberg reported on the following topics: Community Development Investment Grants – Three Lakes project, Marinette County project, and Boulder Junction project.

**NEXT MEETING DATE AND LOCATION:** The next meeting is scheduled for July 27, 2023 in Wood County.

**WCA UPDATE:** Sarah Diedrick-Kasdorf provided an update on state budget deliberations.

**ADJOURN:** Motion by Chaney, second by Beck, to adjourn. Motion carried.